

Course Project (see ... /psyc579/reports.html)

Goal

Analyze the visual/interface design of a system / website and prepare a report discussing three things:

- (i) what works, and why
- (ii) what does not work, and why
- (iii) how its visual design can be improved, either by
 - modifying existing functionality or
 - adding new functionality outright.

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Format

Analyze the visual/interface design in terms of **five** of the perceptual mechanisms discussed (Tuesdays).

For each, describe

- the current state of knowledge (brief review)
- 3 aspects of the design that make *good* use of this
- 3 aspects of the design that make *poor* use of this

Total report should be ≥ 5000 words

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Due

Day of the final exam (TBD).

Essays – Section II

After the midterm break, essays will discuss examples from three **different** areas – in design (Tues) / in perception (Thurs).

One example from each area. Any area is okay.

Cannot use examples from required readings.

This can be

- how a perceptual mechanism can support a design
- suggest a new design feature based on a perceptual mechanism
- suggest a new perceptual law/mechanisms based on a design feature

Analysis of Style - Section II

After the midterm break, analysis of style will focus more on “higher-level” concerns. Examine **particular parts** of the text.

Most important issues (in order):

1. Narrative: Is the story clear & effective? Why/why not?
2. Conciseness: Is every word doing something?
 - if not, list parts where ≥ 3 words in a row can be removed.
3. Simplicity: Is every word the simplest possible, given the circumstances?
 - if not, list the greatest problem(s)
4. Grammatical errors, etc.